

Message Text

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ACTION ARA-20

INFO OCT-01 ISO-00 CIAE-00 EB-11 INR-11 LAB-06 NSAE-00

PA-04 RSC-01 SIL-01 USIA-15 PRS-01 DRC-01 /072 W

----- 042679

R 262158Z SEP 74

FM AMEMBASSY BOGOTA

TO USDOC WASHDC

INFO SECSTATE WASHDC 5016

UNCLAS BOGOTA 8652

EO 11652: NA

TAGS: BEXP, CO

SUBJ: BOGOTA EXHIBITION

REF: A) USDOC 13655; B) BOGOTA 8536; C) BOGOTA 8232

1. AMBASSADOR AND APPROPRIATE MEMBERS CCP TASK FORCE
MET SEPTEMBER 24 TO REVIEW STATUS OF PLANNING FOR
MARCH 1975 SOLO. FOLLOWING RECOMMENDATIONS EMERGED:

A. INCLUSION AGRICULTURAL MACHINERY AND EQUIPMENT

WE CONTINUE TO BELIEVE THAT A LIMITED NUMBER OF -
AGRICULTURAL EXHIBITORS SHOULD BE INCLUDED IN SHOW,
PARTICULARLY IN VIEW OF NEW COLOMBIAN GOVERNMENT'S
PUBLICITY ANNOUNCED DECISION TO GIVE HIGH PRIORITY
TO DEVELOPMENT OF THE AGRICULTURAL SECTOR. WE
ENVISAGE FIVE OR SIX DISPLAYS OF AGRICULTURAL EQUIPMENT
WITH EXHIBITORS BEING RECRUITED LOCALLY RATHER THAN
BY WASHINGTON.

B. ADMITTING THE PUBLIC- WE RECOMMEND THAT THE EXHIBITION
BE EXTENDED THROUGH MARCH 16 WITH THE PUBLIC BEING
ADMITTED ON THE LAST DAY, A SUNDAY, U.S. SOLO WILL BE A
MAJOR EVENT IN BOGOTA AND WILL BE WIDELY PUBLICIZED. A
"PUBLIC DAY" WILL ENHANCE IMAGE OF BOTH THE U. S. AND
THE INDIVIDUAL EXHIBITORS BY DEMONSTRATING ADVANCED U. S.
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TECHNOLOGY TO A WIDE AUDIENCE. WE WOULD PLAN TO CHARGE

AN ADMISSION FEE ON THE PUBLIC DAY WITH PART OF THE PROCEEDS GOING TO THE FAIR AUTHORITIES TO COVER THE COST OF EXTRA GUARDS, TICKETTAKERS, ETC. AND THE BALANCE BEING DONATED TO AN APPROPRIATE RECIPIENT.

C. OUTSIDE SPACE- REFTTEL A) PROPOSED THAT OUTSIDE SPACE BE SOLD FOR \$5.00 PER SQUARE METER AND THAT EXHIBITORS TAKING OUTSIDE SPACE BE REQUIRED ALSO TO TAKE AT LEAST ONE INSIDE BOOTH. WE HAVE NO PROBLEM WITH GENERAL CONCEPT BUT, IN ORDER PROMOTE FULL UTILIZATION OF PAVILION, WE WOULD PREFER TO 1) COME UP WITH FIXED INSIDE/OUTSIDE SPACE FORMULA SUCH AS EACH 50 SQUARE METERS OF OUTSIDE SPACE REQUIRES RENTAL OF AT LEAST 15 SQUARE METERS OF INSIDE SPACE OR 2) RESTRICT OUTSIDE SPACE TO THOSE PRODUCTS NOT SUITABLE FOR DISPLAY INSIDE THE PAVILION, SUCH AS TRACKED VEHICLES.

2. WE ARE LOOKING FORWARD TO EARLY RECEIPT OF PRINTED LITERATURE AND REGISTRATION FORMS FOR EXHIBITORS AND TO MID-OCTOBER VISIT BY THOMAS.
VAKY

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 26 SEP 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974BOGOTA08652
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740273-0759
From: BOGOTA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19740913/aaaaakjk.tel
Line Count: 82
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION ARA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: A) USDOC 13655; B) BOGOTA 8536; C) B, OGOTA 8232
Review Action: RELEASED, APPROVED
Review Authority: martinjw
Review Comment: n/a
Review Content Flags:
Review Date: 25 MAR 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <25 MAR 2002 by maustmc>; APPROVED <04 FEB 2003 by martinjw>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: BOGOTA EXHIBITION
TAGS: BEXP, CO
To: COM
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005